

Robert R. Mullen & Co.

1729 H Street, N. W.

Washington, D. C. 20006

December 8, 1966

Dr. Joshua Lederberg
Stanford School of Medicine
Leland Stanford University
Palo Alto, California. 94304

Dear Dr. Lederberg:

As a public relations firm, we were recently retained by the Pharmaceutical Manufacturers Association to assist in preparations for the forthcoming hearings by Senator Long. We have no definite word as to when these hearings will be held but we assume that they could start the middle of February if the Senator can get organized.

In view of your recent knowledgeable column in The Washington Post, this letter may be carrying coals to Newcastle but I would like to advance a suggestion for whatever it may be worth.

If your travels carry you to the East in the next two or three months, or even later, and if you have not already done so, I am wondering if you would be interested in going through one of the large pharmaceutical plants to see for yourself the many different processes involved in the making of prescription drugs?

This suggestion stems from my own experience. I read a pile of pro and con material on the drug price controversy until my head was spinning. Then I was invited by a manufacturer to tour his plant and then I got a better idea of what the discussion was all about.

If you are coming this way, it would be a pleasure to take you to one of these plants. We could go to nearby Philadelphia, or to one of the plants in New Jersey. Of course, there are big PMA member plants elsewhere too. It would be a matter of your convenience.

Hardly necessary.

I am not
exercised about
drug prices.

MINDERMAN

Just to recapitulate:

Senator Long (La.) may have hearings in February on his proposal to have all drugs that are paid for in any part by federal funds including Medicare prescribed and purchased by their generic name instead of by their brand name.

Rep. O'Neill (Mass.) has a similar bill in the House.

Sen. Nelson (Wis.) will hold hearings next year before his Monopoly Subcommittee of the Select Committee on Small Business on drug practices.

Senator Long and some others are also critical of individuals getting drug patents as a result of work on research projects assisted in any way by federal funds. Senator McClellan reported a patent bill out of his Subcommittee on Patents this year but it died in the Judiciary Committee. More action can be expected on this.

FDA continues stepping up its reviewing of prescription drugs advertising in medical journals.

I tried to phone you on this several times but found you tied up with your activities at the School.

yes
enclose you.
I am enclosing some clippings on this subject including Senator Long's speech of July 13 which may or may not be useful for your files.

I assume you are on PMA's mailing list. If not, and if you wish to be, let me know and I will have them put you on.

At some point it may be convenient for you to interview C. Joseph Stetler, the president of PMA, and obtain his views on these pending matters. *I don't know when. Would be happy to meet him, if he is in the area.*

Please do phone me collect if there is anything I can provide:
(202) ME8-2526.

Sincerely,

*no I am not
but would welcome
this.*
*will
keep in
mind.*
*Thank
you
12-13-66*
Earl Minderman
Earl Minderman